

Message Text

UNCLASSIFIED

PAGE 01 BANGKO 05419 231231Z
ACTION EA-12

INFO OCT-01 EB-08 ISO-00 /021 W
-----129484 232216Z /14

R 230915Z FEB 78
FM AMEMBASSY BANGKOK
TO USDOC WASHDC
INFO SECSTATE WASHDC 255

UNCLAS BANGKOK 5419

E.O. 11652: N/A
TAGS: BEXP, TH
SUBJ: WTDR/FTI: ADMIRAL THAILAND CO., LTD.

REF: USDOC 1495

1. THAILAND
OFFICE USE: 2. 549 3. NA 4. 01
5. ADMIRAL THAILAND CO., LTD.
6. 518/3 PLOENCHIT ROAD, PANUNEE BUILDING
7. BANGKOK
8. CONTACT: MISS PHAILIN SARASETSIRI
9. TITLE: MANAGING DIRECTOR
10. PHONE: 2519831 11. TELEX: NA
12. CABLE: ADMIRAL
13. ESTBL: 1971 14. EMPL: 170 15. SIZE: LARGE
16. REPUTATION: Y-SATISFACTORY 17. RPT DATE: 02/78
OFFICE USE: 18. K 19. N 20. X 21. NA 22. NA
23A. 35850/05 MFR. DIST. OF AIRCONDITIONERS AND REFRIGERATORS
23B. 35854/1 IMP. OF AIRCONDITIONER PARTS
24. FOREIGN SALES: NA
25. FINANCIAL REFS: THAI FARMERS BANK LTD., 142 SILOM ROAD,
BANGKOK; BANGKOK BANK LTD., 9 SUAPA ROAD, BANGKOK, THAILAND.
26. TRADE REFS: ADMIRAL INT'L CORP., 1701 EAST WOODFIELD ROAD,
SCHAUMBURG, ILL. 60172; TECUMSEH CO., LTD., MICHIGAN; UNIVERSAL
ELECTRIC CO., LTD., 300 EAST MAIN STREET OWOSSO, MICHIGAN 48867;
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J.D. MARCHALL INT'L, INC., CHICAGO, ILL 60659.
27. FOREIGN FIRMS REPRESENTED: NA
28. POST EVALUATION: ADMIRAL THAILAND WAS INCORPORATED IN 1971
WITH AN AUTHORIZED CAPITAL OF \$500,000 TO ACT AS ASSEMBLER OF
ROOM AND SPLIT TYPE AIRCONDITIONERS AND REFRIGERATORS FOR LOCAL
CONSUMPTION. SEVENTY PERCENT OF ITS IMPORTS ARE FROM THE U.S.
WITH THE REMAINDER FROM ITALY AND SINGAPORE. ITS LEASED OFFICE

OCCUPIES 100 SQ.METERS, LOCATED IN ONE OF BANGKOK'S BUSINESS DISTRICTS. FIRM OWNS A FACTORY OF 12,800 SQ. METERS AND LEASES ANOTHER FACTORY OF 3,600 SQ.METERS AND A WAREHOUSE OF 750 SQ. METERS, LOCATED IN ONE OF BANGKOK'S INDUSTRIAL AREAS. THE TOTAL INVESTMENT IN CAPITAL EQUIPMENT WAS REPORTED TO BE \$1,100,000. THE ANNUAL PRODUCTION CAPACITY IS 8,000 UNITS OF AIRCONDITIONERS WITH PLANT ACTUALLY OPERATING AT 90 PERCENT OF ITS FULL CAPACITY. FIRM HAS NOT YET PRODUCED REFRIGERATORS DUE TO TECHNICAL PROBLEMS. LOCAL BANK REPORTS THAT SUBJECT MAINTAINS A CHECKING ACCOUNT WITH AVERAGE BALANCE OF LOW SIX FIGURES AND THAT CREDIT FACILITIES HAVE BEEN GRANTED WITH SATISFACTORILY RESULTS. IT IS CONSIDERED TO BE A GOOD TRADE CONTACT FOR U.S. FIRMS.

29. PREP: SATHIT/SOMSAK APPR: JAMES H. SAVERY
WHITEHOUSE

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 23 feb 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978BANGKO05419
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780084-0933
Format: TEL
From: BANGKOK
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780225/aaaaauhq.tel
Line Count: 76
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 6c719ed1-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3512039
Secure: OPEN
Status: NATIVE
Subject: WTDR/FTI: ADMIRAL THAILAND CO., LTD.
TAGS: BEXP, TH
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/6c719ed1-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
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